

Automation: a powerful ally during pandemic times



San Diego, California Dec 18, 2021 ([Issuewire.com](https://www.issuewire.com)) - Things are very different from what they were 3 years ago. It's not just about the numbers and statistics that you see on the news. Pandemic has changed our way of living in unimaginable ways. And our way of working and doing business is not the exception. 20 years ago no one would've thought that we would be able to run a business remotely but now here we are, reshaping work in favor of the "new normal". [DigitalME](#) has been helping many businesses to adapt to this new era by providing marketing automation services relied on HubSpot's incredible capabilities.

Many business owners are still beating around the bush about it, but automation has been by far proven best in helping companies run their processes efficiently while being able to deal with current time issues. Aside from running efficiently through digitized work, it increases productivity and creates an optimal customer service experience. According to statistics, more than 60% of exceptional successful leaders use CRM to automate some parts of their sales workflows nowadays.

The awesome part about HubSpot is that it's highly customizable. You can literally tailor it to be completely accustomed to your business vibe. You can create as many workflows and pipelines as it needs and get custom reports and analytics, so your marketing strategy is as optimized as possible. This is a game-changer for any business that needs to streamline its way of marketing and selling. Getting that data, served up on a plate, optimizes the work process of any person working at a marketing department. As a result, the business reaches more prospects and sales in a much lesser time.

DigitalME considers HubSpot as the ace up your sleeve: start using it and you get an advantage over your competition. DigitalME can help any business to implement its automation of workflows, through its

[HubSpot customization service](#), or through its [HubSpot full managed service](#).

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